

19 July 2023

Mirriad Advertising plc
("Mirriad" or the "Company")

Director dealing

Mirriad Advertising plc, the leading in-content advertising company, announces it was informed that on 18 July, John Pearson, Non-Executive Chairman of the Company purchased 1,000,000 ordinary shares of £0.00001 each ("Ordinary Shares") at a price of 1.25 pence each.

Following the purchase, John Pearson has a beneficial interest of 1,594,999 Ordinary Shares, representing 0.326 per cent. of the issued share capital of the Company.

ENDS

For further information please visit www.mirriad.com or contact:

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About Mirriad

Mirriad's award-winning solution unleashes new revenue for content producers and distributors by creating new advertising inventory in content. Our patented, AI and computer vision technology dynamically inserts products and innovative signage formats after content is produced. Mirriad's market-first solution seamlessly integrates with existing subscription and advertising models, and dramatically improves the viewer experience by limiting commercial interruptions.

Mirriad currently operates in the US, Europe and the Middle East.

PDMR Share Dealings - Further information

The notifications below, made in accordance with the requirements of the EU Market Abuse Regulations (596/2014), provides further detail in respect of the transactions as described at the beginning of this announcement.

| | | |
|----------|--|--|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | John Pearson |
| 2 | Reason for the notification | |
| a) | Position / status | Non-Executive Chairman |
| b) | Initial notification / amendment | Initial notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Mirriad Advertising plc |
| b) | LEI | 213800ZKOK9GIME7HE62 |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of £0.00001 each ISIN: GB00BF52QY14 |
| b) | Nature of the transaction | Purchase of Ordinary Shares |
| c) | Price(s) and volume(s) | Price of 1.25p each, volume 1,000,000 |
| d) | Aggregated information - Aggregated volume - Price | 1,000,000 £12,500 |
| e) | Date of the transaction | 18 July 2023 |
| f) | Place of the transaction | London Stock Exchange, AIM Market |

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